

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

September 11, 2012

4:00 – 6:00 p.m.

AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

*Duke Gallagher, Treasurer, The Production Group*

*Fabio Conti, Fabiolus Cucina*

*Melissa Logan, Amoeba Music*

*John Given, CIM Group*

*Kitty Gordillo, Hollywood Wilshire YMCA*

*Elizabeth MacDonald, Los Angeles Film School*

*Harout Markarian, Western Diocese of the Armenian Church*

*Fred Rosenthal, Ametron Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences*

*Mike Smith, Broadreach Capital*

**Absent**

*Brian Folb, President, Paramount Contractors*

*Carol Massie, Secretary, McDonald's Restaurants*

*Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios*

*Charles Eberly, The Eberly Company*

*John Lupo, JMPL Property Management*

**Consultants**

*Sarah MacPherson, Executive Director*

*Kerry Morrison, Hollywood Property Owners Alliance*

*Joseph Mariani Jr., Hollywood Property Owners Alliance*

*Steve Seyler, Andrews International*

*Devin Strecker, Hollywood Property Owners Alliance*

**Guests**

*Emile Mack, LAFD*

**I. Call To Order**

Past President Mike Pogorzelski called the meeting to order at 4:10 p.m.

**II. Public Comment**

There was no public comment.

**III. Approval of Board Minutes**

A. Minutes from August 14, 2012

Copies of the minutes were emailed to the Board and hard copies were distributed at the meeting.

**It was moved by Kitty Gordillo, seconded by Harout Markarian and CARRIED to approve the Minutes from the August 14, 2012 meeting. Unanimously approved.**

#### **IV. Treasurer's Report**

- A. **Treasurer's Report ending August 31, 2012** – Copies of the cash flow statement, budget, and reconciliation statement for both the current BID and last year's BID were distributed to the Board. All government parcels are now current, however LAUSD deducted 30% per their district-wide policy.

**It was moved by John Given, seconded by Fred Rosenthal and CARRIED to approve the Treasurer's Report ending August 31, 2012. Unanimously approved.**

- B. **Presentation from Jeff Briggs re/ Document Retention, Conflict of Interest, and Whistle-Blower Policies** – Morrison explained that the IRS now asks three questions that must be answered "yes or no" at the time the tax return is filed. The questions pertain to whether the organization has a conflict of interest policy, a whistleblower policy and/or a document retention policy. RBZ strongly recommended that the CHC adopt these policies, but there has been confusion and discussion regarding whether or not it is required or necessary. Morrison showed examples of two of the the policies which have already been adopted by the HPOA. (The HPOA has not adopted a document retention policy.) Briggs stated that the IRS began asking tax-exempt organizations about these policies several years ago; none of them are required, but they ask the question in order to encourage organizations to adopt them. He said that none of them are harmful to the organization, and they are all fairly easy to put together.

The whistleblower policy is a safeguard put in place to protect employees, or board members. Larger organizations find it useful to provide a safe haven to allow someone to report a problem or unethical behavior. The conflict of interest policy is also primarily applied to financial matters. From time to time, BID expenditure decisions could directly affect a board member's business or that of a family member. These conflicts of interest should be disclosed, and can be handled simply by introductions at the beginning of a meeting to make clear who everyone is and what their businesses are. It doesn't prohibit a board member from participating, discussing, or voting, it just requires everyone to disclose any potential conflicts of interest.

Lastly, Briggs said it is easy to see the document retention policy's usefulness, especially in the digital age, even though electronic documents aren't usually deleted. The policy is just meant to give guidance on best practices. Board members can then feel comfortable in deleting key documents knowing staff has retained a backup. It is an easy policy to put in place.

Given asked if there were Brown Act policies that also affect these proposed policies, with regard to things like e-mails and discussions between board members. Briggs said that yes, under the Public Records Act, all communications are discoverable. Gallagher said he has been dealing with RBZ on this for the past five years and to him it is just more bureaucracy which he would like to avoid. Briggs said he wouldn't be surprised if the city begins to require BIDs to have these policies at some point.

Morrison suggested the following as an action plan. First, codify the document retention policy in the service agreement between the HPOA and CHC. Briggs said the general rule of thumb is to keep everything for 11 years. Second, reference the conflict of interest and whistleblower policies in the bylaws. When new board members join the board, have them sign an

acknowledgment that they have been apprised of these policies. It was agreed that these action items would be brought back to the board at the November meeting.

Briggs also reported that the Hollywood Historic Trust has finally started the repair project for the Walk of Fame, at the northwest corner of Hollywood and Highland. The work will be done in three phases, the first two of which will be done before the end of the year. The third will be done after the Academy Awards.

## **V. Old Business**

### **A. Parking Matters**

- 1. Discussions with Guggenheim Partners** – Morrison said the discussions associated with forming a parking district with Guggenheim Partners. In concept, the proposal would package various city-owned parking assets (including the Cinerama Dome garage, Hollywood and Highland garage and Vine Street garage) and allow for greater community input on pricing, signage, etc.—with the goal to ultimately provide alternatives to situations like the P3 proposal floated last year. The next meeting will be Oct. 2 at the Chamber.
- 2. Vine Street Garage** – Currently the facility is due to open in November. There is a conference call scheduled for next week with DOT regarding the pricing.
- 3. Valet Parking Ordinance** – Morrison said she is hoping to hear when the item will be heard by the City Council's Public Safety committee. No hearing has been scheduled to date.
- 4. Parking Meter adjustments** – The proposal to shift a number of parking meters in central Hollywood from a one to two hour limit was submitted to DOT (as presented at the August meeting). DOT has yet to formally respond.

## **VI. Committee & Program Reports**

- A. Nominating Committee** – President Folb will appoint a committee consisting of three board members (with non-expiring terms) or two board members and one at-large member in later this month. Applications are due on Oct. 26.

### **B. Marketing and Communications**

- 1. Meeting w/ AMPAS re/ 2013 Sunset & Dine:** Strecker reported that the Sunset & Dine committee will be meeting with AMPAS in late October to begin planning for next year's event.
- 2. 2012/13 Visitor's Guide:** The sales for the 2013 Visitor's Guide and Map is almost complete and several Sunset & Vine businesses are advertising this year. Approximately \$70,000 in this early stage of the sales campaign has been raised to date and there is strong indication that the \$90,000 target will be reached.

### **C. Security Committee**

1. **Report from Andrews International** – Seyler reported that the arrests are trending similarly to last year, however business checks have increased significantly. Radio calls have also increased, which cuts into the officers' discretionary time, and is an issue for the board to really consider. Seyler provided a full report of recent arrests and statistics for the team.
2. **Overview of Security Contract RFP process** – Rosenthal and Mariani reviewed the draft timeline for the RFP process with the Board. According to the schedule the new contract would be in place by January or February 2013. Rosenthal, Sassanian and McDonald have volunteered to serve on the selection committee. Approximately 20 companies have expressed interest in submitting a proposal.
3. **Report on shooting incident at Sunset and Seward** – Seyler reported that a shooter in an apartment building was annoyed with construction outside and fired two shots out of his window. LAPD found movie prop of bombs and guns, so the bomb squad was called in to inspect the apartment with no further incident.

#### **D. Streetscape Committee**

**1. City Waste Franchise Update:** Mariani said that he is following the issue closely, and that last week there was a vote in committee. Despite the negative report from the CFO's office, the committee decided to move forward. Board members are strongly urged to reach out to their councilmembers in opposition to this proposal. Garcetti has said he will fight for exemptions for studios. The coalition opposing the proposal may sue if it goes to motion without an Environmental Impact Report.

### **VII. New Business**

A. Sidewalk injunction: Morrison reported that the 9<sup>th</sup> Circuit Court has elected to uphold a permanent injunction in the *Lavan v. Los Angeles* case – which prevents the removal of personal belongings (even if they appear abandoned) from the sidewalks in Skid Row. Morrison expressed concern that a settlement may expand the judgment city-wide.

### **VIII. Staff Announcements**

**A. IDA and CDA Conferences:** Morrison stated Mariani and Strecker will be attending the IDA Conference in Minneapolis later this month; Mariani will be a panelist speaking on issues related to Medical Marijuana dispensaries. Morrison and Besley will be attending the CDA conference in October.

**B. Hollywood PAL Annual Gala:** September 20, 2012 at the Taglyan Cultural Center.

**C. Social Services at Blessed Sacrament Fundraiser:** October 4, 2012 at Blessed Sacrament Church.

### **IX. Next Meeting**

The next meeting is scheduled for October 9, 2012.

**X. Adjournment:** The meeting was adjourned at 5:55 p.m.